**MOVIEGURU VALUES AND MISSION**

Movie GURU targets cinema enthusiasts through an interactive website aimed to deliver the best quality film suggestions based on user emotional factors. Solving the struggle to find a good movie, our website finds a solution through tailored emotional suggestions in order of rating and quality to deliver a powerful experience to our users.

* Creating an immersive and tailored experience through the cinema/film medium.
* Targeting emotional traits and their correspondence with specific movie/tv.
* Creating a connotation between feelings and movies/tv.
* Extenuate emotional states through tailored selections.
* Suggesting HIGH QUALITY films and tv series thus leaving a powerful impression on the user therefore creating a bridge between user and product.

**Images / Logos.**

**Icon

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